

WE CLAIM:

1. A method for generating recommendations of a plurality of programs, said method comprising:
5 receiving a first record corresponding to a first program;
identifying a first programming category corresponding to the first program; and
generating a first recommendation of the first program from a first classifier module correlated with the first programming category.

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2. The method of claim 1, further comprising:
receiving a second record corresponding to a second program;
identifying the first programming category corresponding to the second program; and
15 generating a second recommendation of the second program from the first classifier module.

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3. The method of claim 1, further comprising:
receiving a second record corresponding to a second program;
20 identifying a second programming category corresponding to the second program; and
generating a second recommendation of the second program from a second classifier module correlated with the second programming category.

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4. A method for generating one or more recommendations of a program, said method comprising:

receiving a record corresponding to the program; and

5 generating a first recommendation of the program from a first classifier module correlated with a first programming category of a plurality of programming categories when the record indicates the program corresponds to the first programming category.

10 5. The method of claim 4, further comprising:

generating a second recommendation of the program from a second classifier module correlated with a second programming category of the plurality of programming categories when the record indicates the program corresponds to the second programming category.

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6. The method of claim 5, further comprising:

concurrently generating the first recommendation from the first classifier module and the second recommendation from the second classifier module when the record fails to indicate an allocation of the program to one of the programming categories of the plurality of programming categories.

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7. The method of claim 6, further comprising:

ranking the first recommendation and the second recommendation;
utilizing the first recommendation when the first recommendation

25 has the highest rank; and

utilizing the second recommendation when the second recommendation has the highest rank..

8. A computer system for generating recommendations of a plurality of programs, said computer system comprising:

- 5 a program record module operable to identify a first programming category of a plurality of programming categories that corresponds to a first program in response to a reception of a first record corresponding to the first program; and
- 10 a first classifier module correlated to the first programming category, said first classifier module being operable to generate a first recommendation of the first program when said program record module identifies the first programming category as corresponding to the first program.

9. The computer system of claim 8,

- 15 wherein said program record module is further operable to identify the first programming category corresponding to a second program in response to a reception of a second record corresponding to the second program; and
- 20 wherein said first classifier module is further operable to generate a second recommendation of the second program when said program record module identifies the first programming category as corresponding to the second program.

10. The computer system of claim 8, further comprising:

- 25 a second classifier module correlated to a second programming category of the plurality of programming categories.

11. The computer system of claim 10,
wherein said program record module is further operable to identify
the second programming category corresponding to a first program in response
5 to a reception of the first record; and

wherein said second classifier module is operable to generate a
second recommendation of the first program when said program record module
identifies the second programming category as corresponding to the first
program.

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12. The computer system of claim 10,
wherein said program record module is further operable to identify
the second programming category corresponding to a second program in
response to a reception of the second record; and

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wherein said second classifier module is operable to generate a
second recommendation of the second program when said program record
module identifies the second programming category as corresponding to the
second program.

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13. The computer system of claim 10,
wherein said first classifier module is further operable to generate
the first recommendation of the first program when said program record module
fails to identify any of the programming categories as corresponding to the first
program; and

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wherein said second classifier module is further operable to
generate a second recommendation of the first program when said program
record module fails to identify any of the programming categories as
corresponding to the first program.

14. The computer system of claim 13,
wherein said program record module is further operable to rank the
first recommendation and the second recommendation;

5 wherein said program record module is further operable to utilize
the first recommendation when the first recommendation has the highest rank;
and

wherein said program record module is further operable to utilize
the second recommendation when the second recommendation has the highest
10 rank.

15. A computer program product in a computer readable medium for
generating recommendations of a plurality of programs, said computer program
product comprising:

15 computer readable code for receiving a first record corresponding
to a first program and a second record corresponding to a second program;

computer readable code for identifying a first programming
category corresponding to the first program and identifying a second
programming category corresponding to the second program; and

20 computer readable code for generating a first recommendation of
the first program from a first classifier correlated to the first programming
category and a second recommendation of the second program from a second
classifier correlated to the second programming category.

16. A computer program product in a computer readable medium for generating recommendations of a plurality of programs, said computer program product comprising:

5 computer readable code for receiving a first record corresponding to a program;

computer readable code for generating a first recommendation of the program from a first classifier correlated to a first programming category of a plurality of programming categories upon a failure to identify any programming category of the plurality of programming categories as corresponding to the
10 program; and

computer readable code for generating a second recommendation of the program from a second classifier correlated to a second programming category of a plurality of programming categories upon a failure to identify any programming category of the plurality of programming categories as
15 corresponding to the program.

17. The computer program product of claim 16, further comprising:

20 computer readable code for ranking the first recommendation and the second recommendation;

computer readable code for utilizing the first recommendation when the first recommendation has the highest rank; and

computer readable code for utilizing the second recommendation when the second recommendation has the highest rank.

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18. A computer system, comprising:
means for receiving a first record corresponding to a first program
and a second record corresponding to a second program;
5 means for identifying a first programming category corresponding to
the first program and identifying a second programming category corresponding
to the second program; and
means for generating a first recommendation of the first program
from a first classifier correlated to the first programming category and a second
10 recommendation of the second program from a second classifier correlated to
the second programming category.

19. A computer system, comprising:
means for receiving a first record corresponding to a program;
15 means for generating a first recommendation of the program from a
first classifier correlated to a first programming category of a plurality of
programming categories upon a failure to identify any programming category of
the plurality of programming categories as corresponding to the program; and
means for generating a second recommendation of the program
20 from a second classifier correlated to a second programming category of a
plurality of programming categories upon a failure to identify any programming
category of the plurality of programming categories as corresponding to the
program.

20. The computer system of claim 19, further comprising:
means for ranking the first recommendation and the second
recommendation;

5 means for utilizing the first recommendation when the first
recommendation has the highest rank; and

means for utilizing the second recommendation when the second
recommendation has the highest rank.

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